

ABSTRACT OF THE DISCLOSURE

The transmission data generation method comprises a step of setting the size of the fixed block based on the overhead (S3), a step of calculating the playout time of the fixed block based on the size of the fixed block (S4), a step of calculating the playout time of the segment for each segment of the contents based on the playout time of the fixed block (S14), a step of calculating the transmission time of the segment for each segment of the contents based on the calculated playout time of the segment (S18, S19), a step of dividing the contents into segments according to the transmission time of the segment, a step of dividing the segment into blocks, and a step of converting the contents into meta contents by adding overhead for each block, wherein the overhead is set for each segment based on the overhead in the fixed block.